

**UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK**

In re:

SPONGETECH DELIVERY SYSTEMS, INC.,

Debtor.

Case No. 10-13647 (SMB)

Chapter 11

**NOTICE OF APPEARANCE AND
DEMAND FOR SERVICE OF PAPERS**

PLEASE TAKE NOTICE that The New Spongetech, L.L.C. hereby appears in this case
by its counsel:

Rabinowitz, Lubetkin & Tully, L.L.C.
293 Eisenhower Parkway Drive, Suite 100
Livingston, New Jersey 07039
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REQUEST IS HEREBY MADE pursuant to Bankruptcy Rules 2002 and 9010 that all
notices given or required to be given in this case, and all papers, pleadings, motions, or
applications served or required to be served in this case or any adversary proceeding filed in
connection therewith, shall be directed to and served upon the above-referenced counsel.

PLEASE TAKE FURTHER NOTICE that the foregoing request includes not only the
notices and papers filed in the proceeding specified above, but also includes, without limitation,
orders and notices of any application, motion, petition, pleading, request, suggestion, complaint
or demand, whether formal or informal, whether written or oral, and whether transmitted and
conveyed by mail, delivery, telephone, telegraph, telex or otherwise, which may affect or seek to

affect in any way the rights or interests of The New Spongetech, L.L.C., or the property or proceeds in which The New Spongetech, L.L.C. may claim an interest.

DATED: Livingston, New Jersey
March 11, 2011

RABINOWITZ, LUBETKIN & TULLY, L.L.C.
Attorneys for Interested Party,
The New Spongetech, L.L.C.

By: /s/ Jay L. Lubetkin
JAY L. LUBETKIN

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